



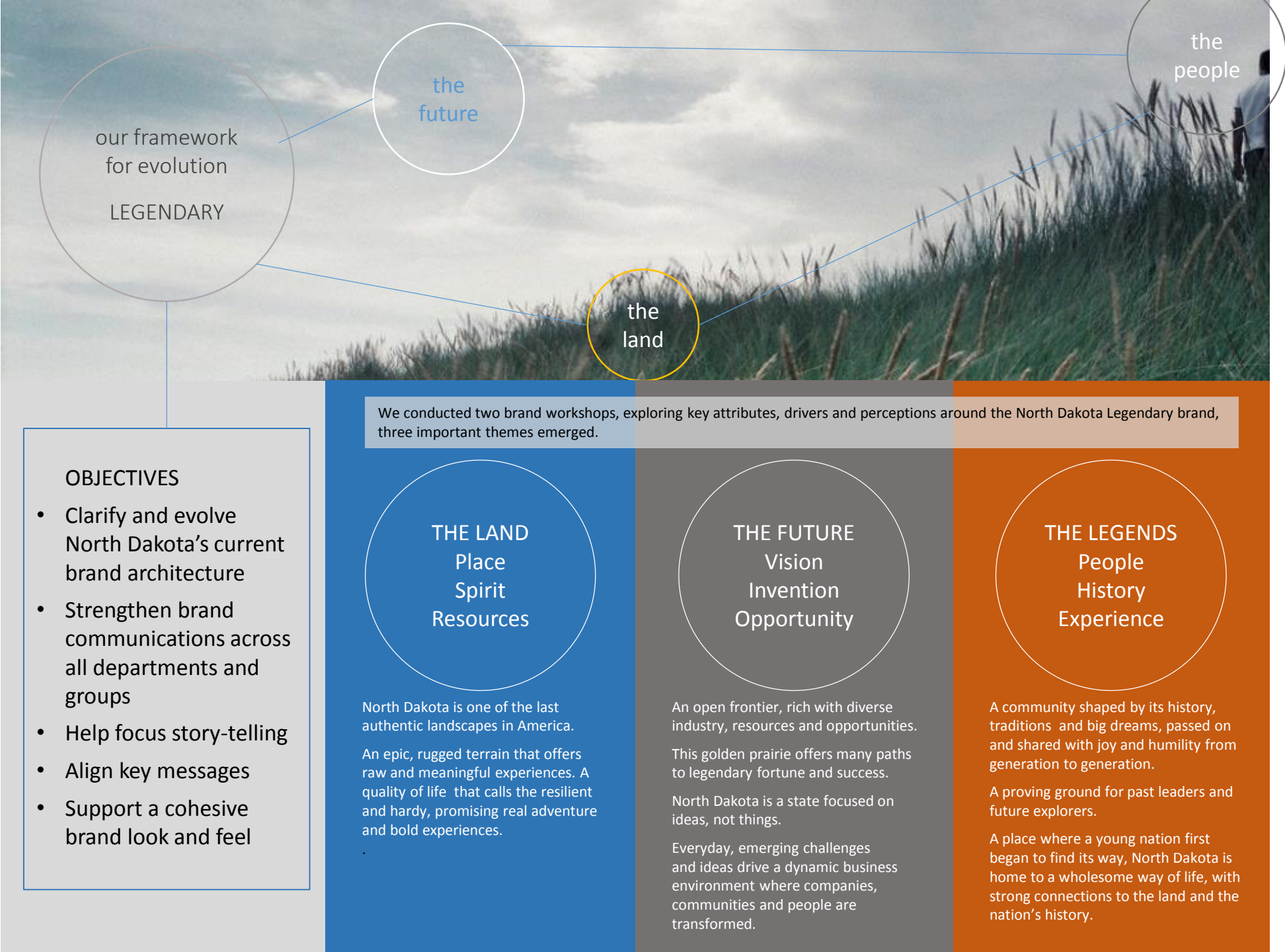
Using our assets, activities and offerings  
to attract and retain workers



Sara Otte Coleman  
Tourism Director

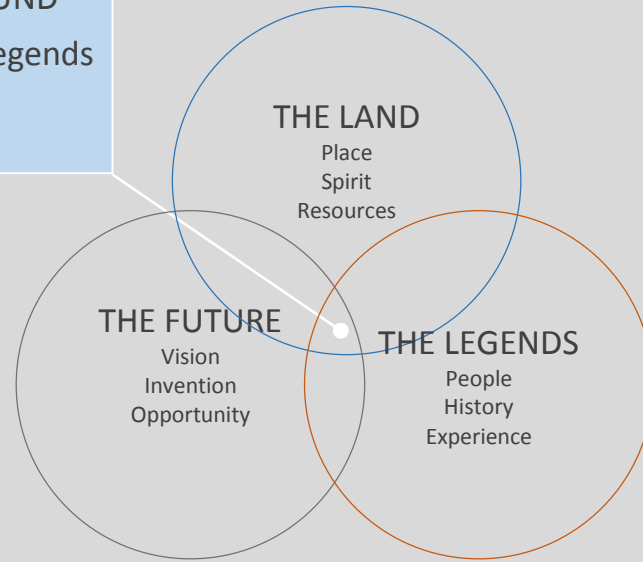


It's not just a logo, tag line or campaign ...



## A LEGENDARY PROVING GROUND

Our land, our legends  
and our future  
connects



## PURPOSE

To ourselves and our  
stakeholders:

A place to be tested.

A place to change  
fortunes

A place to find  
courage, perspective  
and prosperity

## POSITION

To the market:

North Dakota is one of  
the last authentic  
landscapes in America.

A rugged terrain that  
offers raw and  
meaningful  
experiences and  
opportunities that can  
change fate and make  
fortunes.

## BENEFIT

For Visitors...

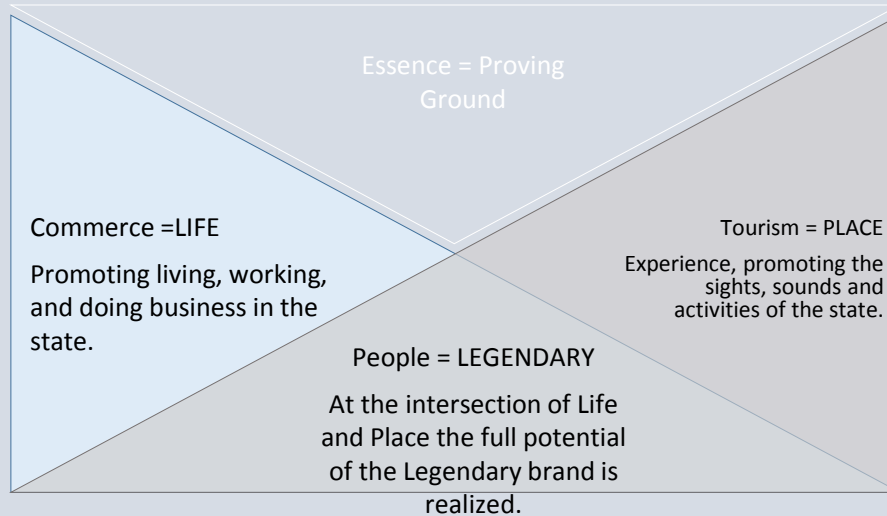
In North Dakota I can  
do the things I love to  
do with real ease and  
pleasure.

For Residents...

This land connects me  
to the values and way  
of life that makes my  
home and family  
strong.

For Businesses...

This emerging prairie  
offers diverse  
opportunity with  
many paths to  
legendary fortune and  
success.



## DEFENSIBLE

North Dakota offers an abundance of resources, space and accessibility hard to find anywhere else in North America.

## DIFFERENTIATING

Raw and emerging North Dakota offers an open frontier where fortunes are made and lost moment by moment.

## DESIREABLE

Rugged and kind. North Dakota is home to a wholesome way of life, with strong connections to the land and the nations history.



Find the Good Life in North Dakota is a private/public sector funded initiative designed to help solve the greatest challenge facing our business community: workforce development, recruitment and retention.

Building awareness of North Dakota's offerings.

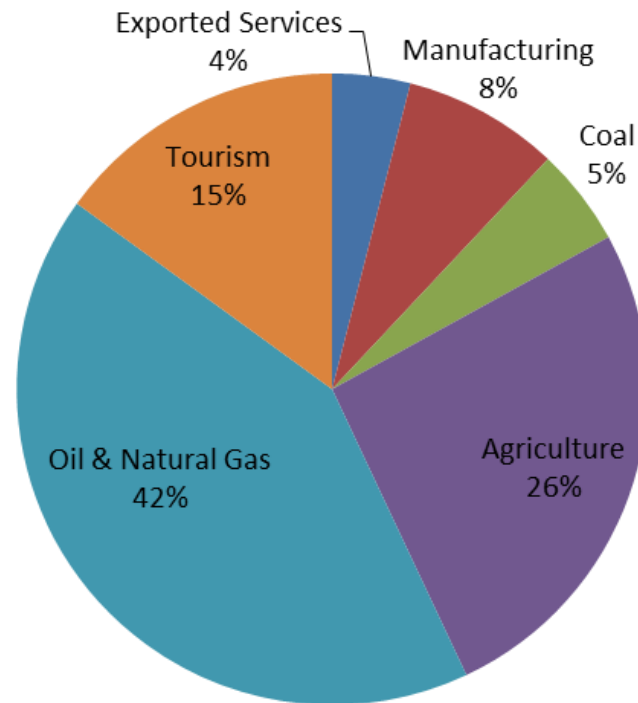
# Research

## **Research -356 respondents recently moved to ND**

- 1/2 came to be closer to loved ones
- 1/4 came for quality of life
- 1/3 had spent significant time in ND prior to moving
- 2/3 were employed before relocating
- Internet and family and friends were main info sources used

# Tourism in North Dakota

- The state's third largest industry



# What attracts visitors- entertains residents



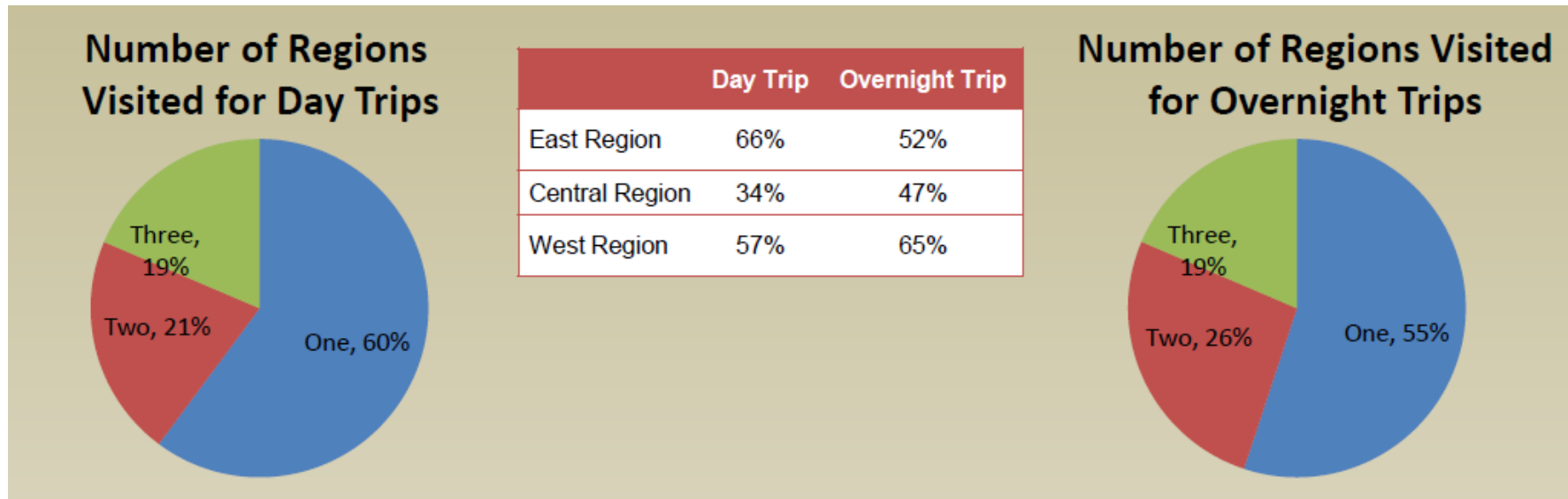


# What do visitors do?

Overnight	Participate	Motivate
Visited a state or national park	46%	34%
Visiting museums	27%	11%
Hiking or backpacking	22%	10%
Sightseeing tour	15%	9%
Camping	10%	7%
Hunting	9%	6%
Motorcycling	7%	6%
Visited Native American sites	20%	6%
Fishing	11%	4%
Overnight	Participate	Motivate
Ate at unique, local restaurants	55%	0%
Visited historical sites	38%	2%
Scenic drive	37%	1%
Shopping	24%	0%
Wildlife watching	18%	2%

Day	Participate	Motivate
Visited a state or national park	44%	31%
Hiking or backpacking	17%	10%
Fishing	15%	8%
Visiting museums	19%	7%
Visited Native American sites	9%	6%
Motorcycling	6%	5%
Camping	9%	5%
Sightseeing tour	13%	5%
Attended a meeting or convention	6%	5%
Mountain climbing	6%	4%
Day	Participate	Motivate
Ate at unique, local restaurants	40%	0%
Scenic drive	36%	2%
Visited historical sites	28%	1%
Shopping	22%	1%
Wildlife watching	17%	0%

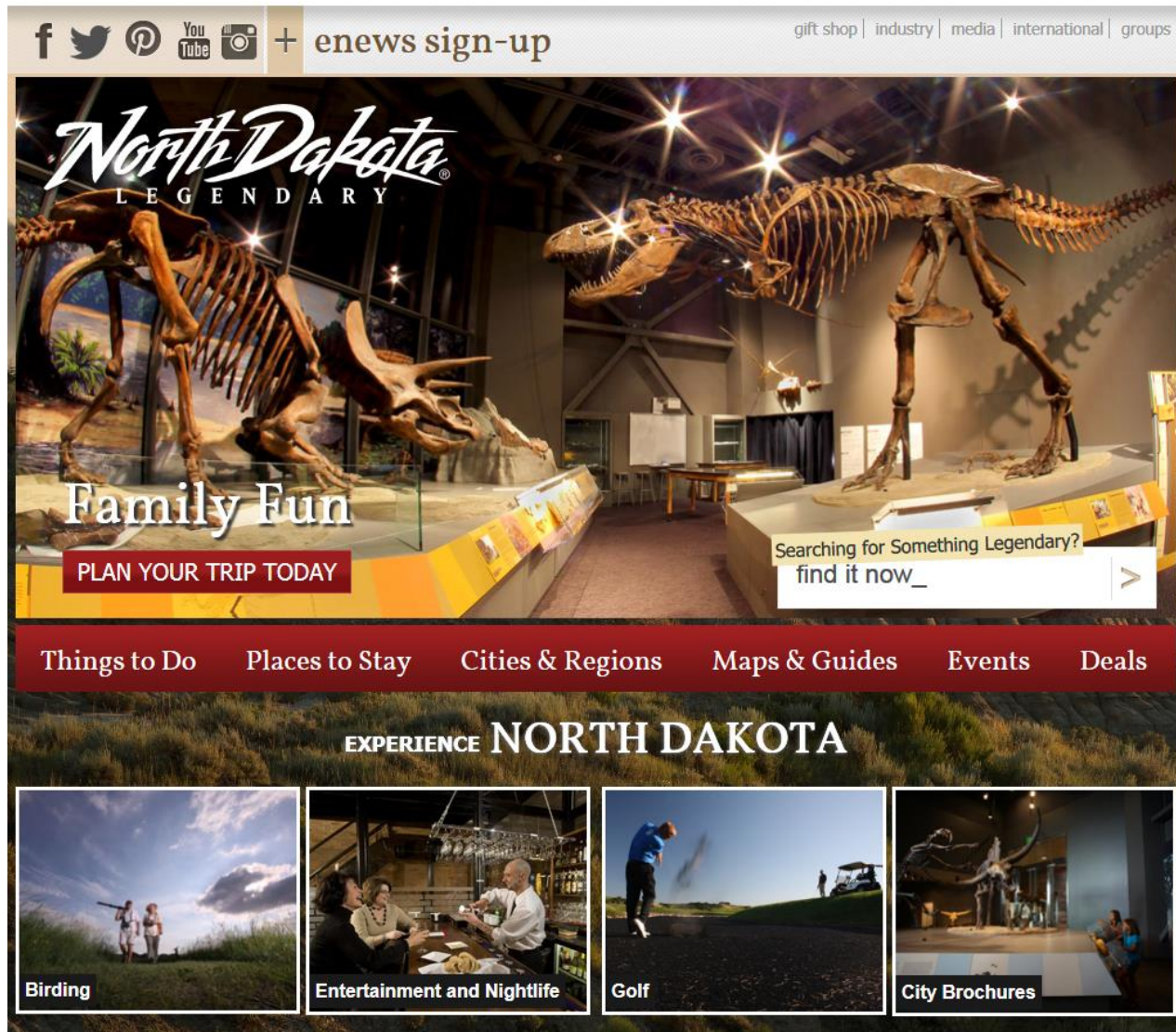
# Where do visitors go?



# Techniques- recruit

- Use existing content
- Speak to specific interests
- Address their objectives
- Dispel the Myths
- Refer them to other sources both locally and statewide
  - Findthegoodlifeinnorthdakota.com
  - Ndtourism.com
  - Experience and Legendary social sites

# Leisure Marketing



Unique visits -77%  
624,937 +26%

51% are organic  
visits

#1 referrer to  
the site is  
Mobile  
Facebook

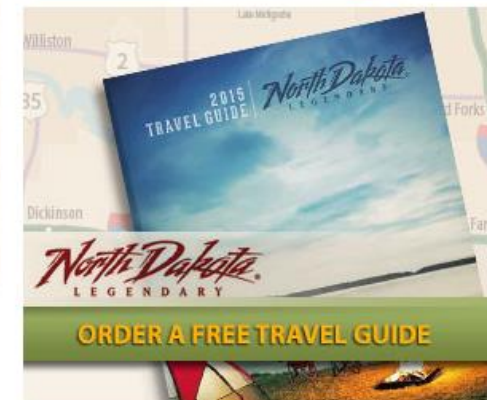
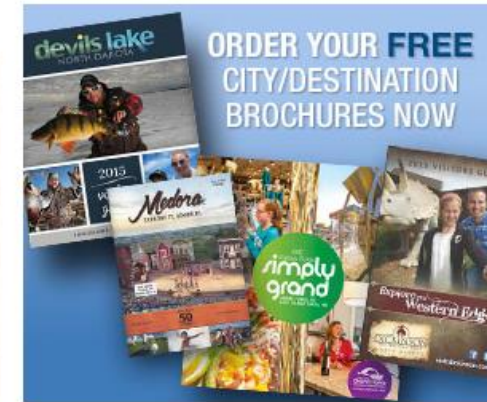
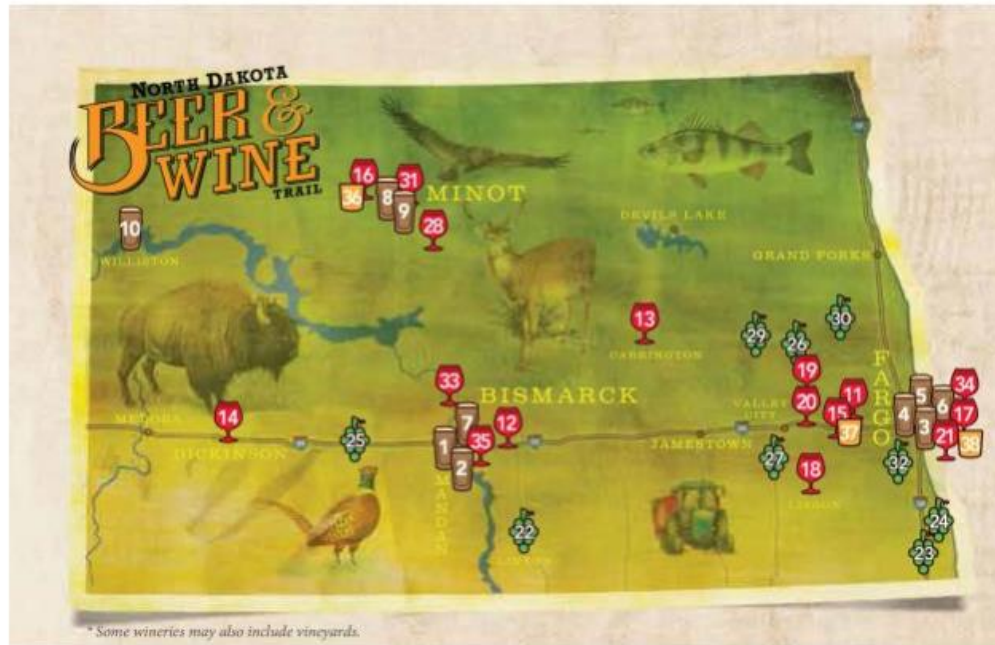




find it now\_ >

Things to Do Places to Stay Cities & Regions Maps & Guides Events Deals

Be a legendary friend. Share this with your favorite people.



North Dakota Beer and Wine Trail

RELATED TOPICS:

## High Resolution Photos

share this gallery



We hope you like the new NDTourism.com. We are currently working to add high resolution photos to this library. We apologize for any inconvenience during the transition, and would be happy to assist you with photo needs beyond what is in this current gallery. You may contact Tourism Division Information Specialist [Scooter Pursley](#) for more information on high resolution photo requests.

North Dakota Tourism has high-resolution photos available free of charge for your marketing needs. The print-quality photos in this gallery may be used for marketing purposes only, and are not to be used commercially. They are not to be altered in any way without the consent of North Dakota Tourism. Industry partners are asked to make sure the photos used for promotion of their entities are appropriate representations from their areas and are encouraged to caption the photos to assist travelers.

How to download:

- Browse available photographs.
- Complete the [media access request form](#).
- Receive approval and log-in information for the high resolution photo gallery via email.
- [Log in](#) to the photo gallery.
- Right click on download link to initiate high resolution photo download.
- Each request is for one-time use only.

Browse Topics

Browse Cities

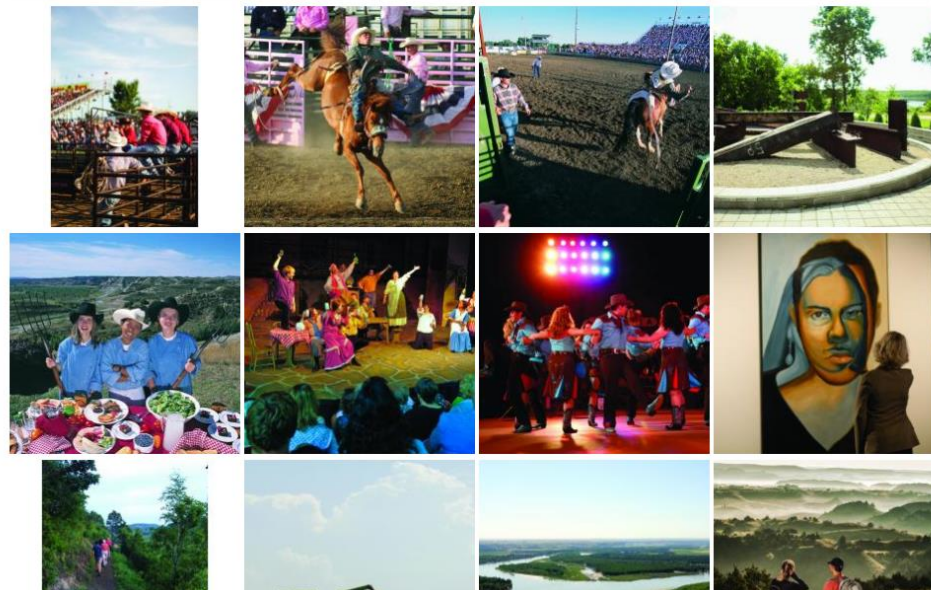
Browse Regions

Browse by Keyword

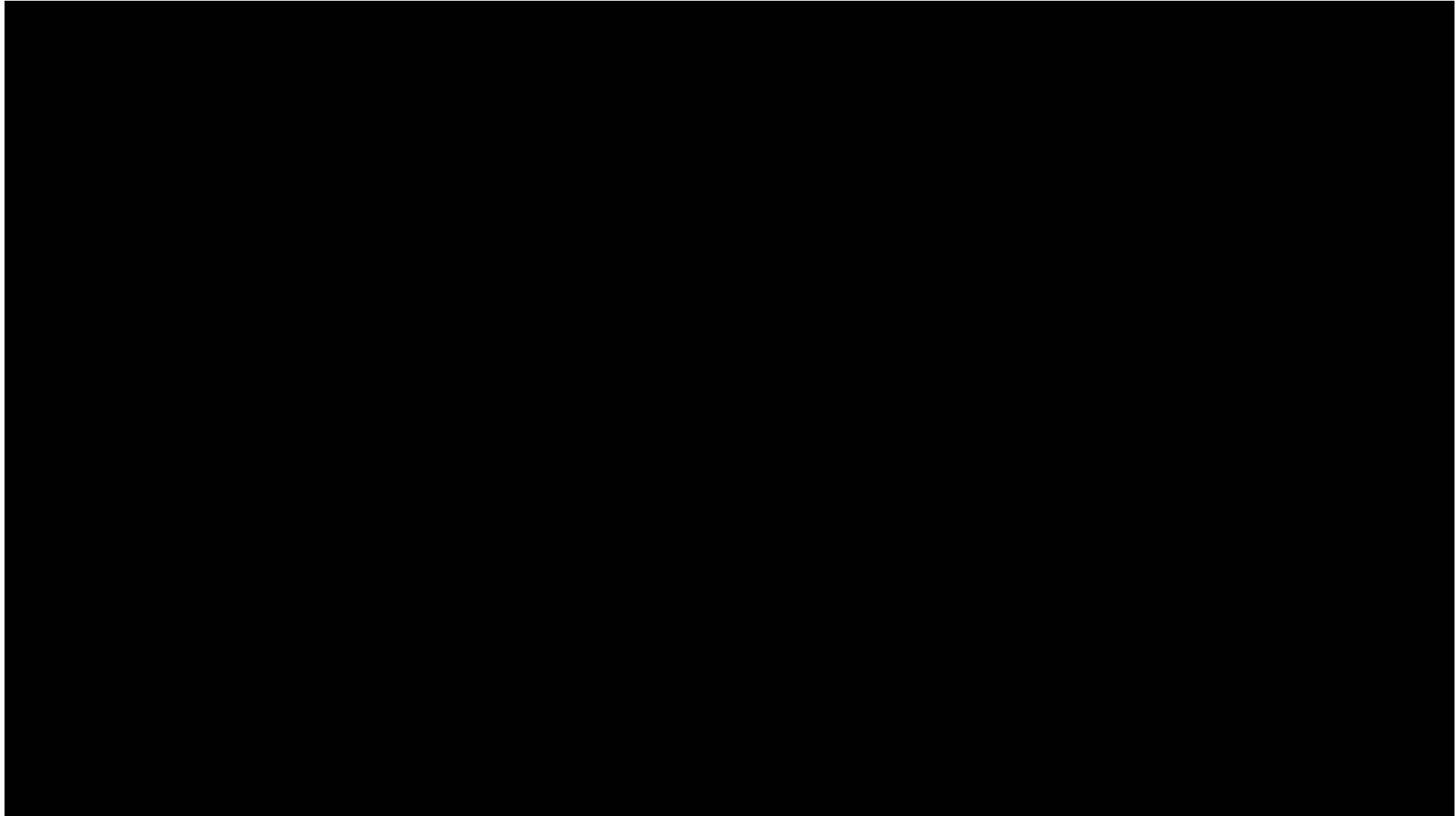
Search Photos

Showing 1 - 20 of 209

1 | 2 | 3 | 4 | 5 next last

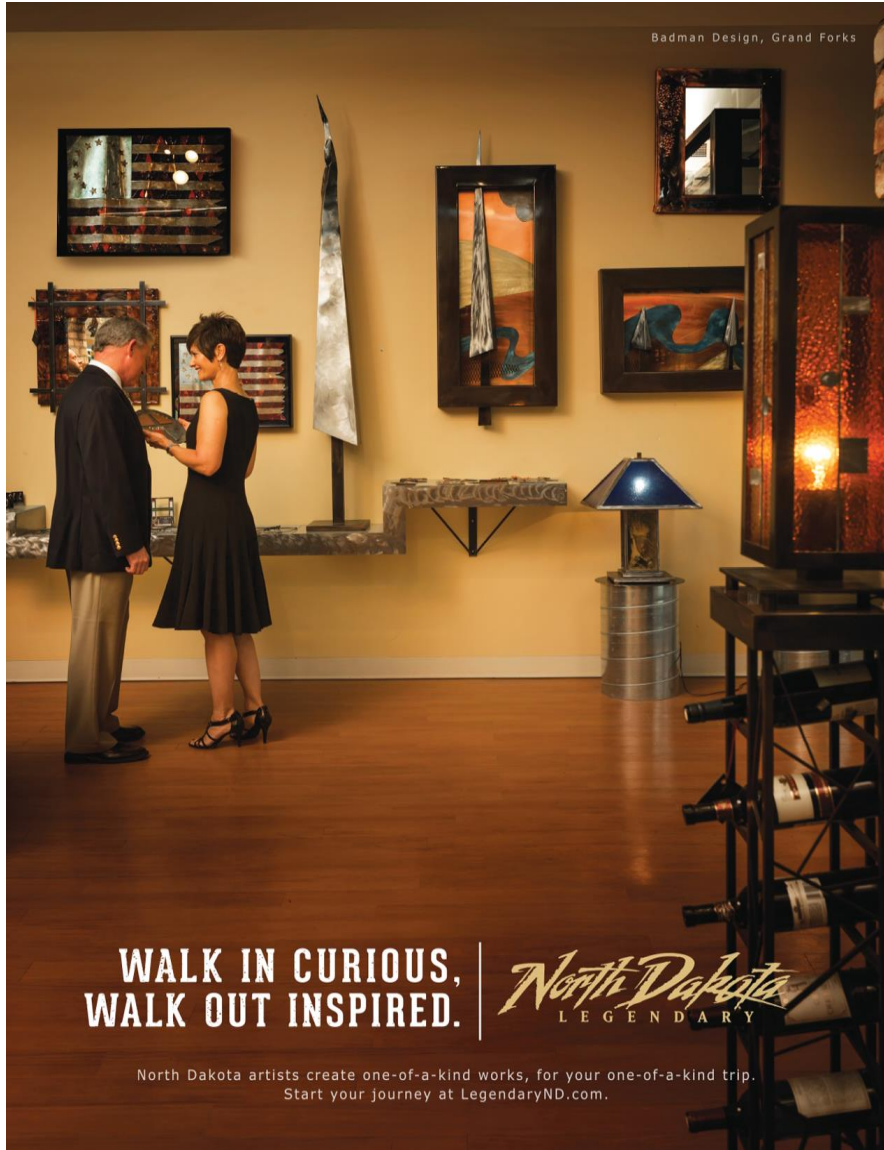


# City Experience





# Print Ads


A man in a dark suit and a woman in a black dress are standing in a gallery, looking at a piece of art. The gallery has a warm, orange-toned wall with several framed artworks and a large, abstract sculpture. A small table with a lamp and a wine rack are also visible.

Badman Design, Grand Forks

**WALK IN CURIOUS,  
WALK OUT INSPIRED.**

*North Dakota*  
LEGENDARY

North Dakota artists create one-of-a-kind works, for your one-of-a-kind trip.  
Start your journey at [LegendaryND.com](http://LegendaryND.com).

A young girl in a black dress is running towards the camera, holding a small airplane in her hand. In the background, a large blue and white propeller airplane is on display in a museum. The floor is polished and reflects the plane and the girl.

Fargo Air Museum, Fargo

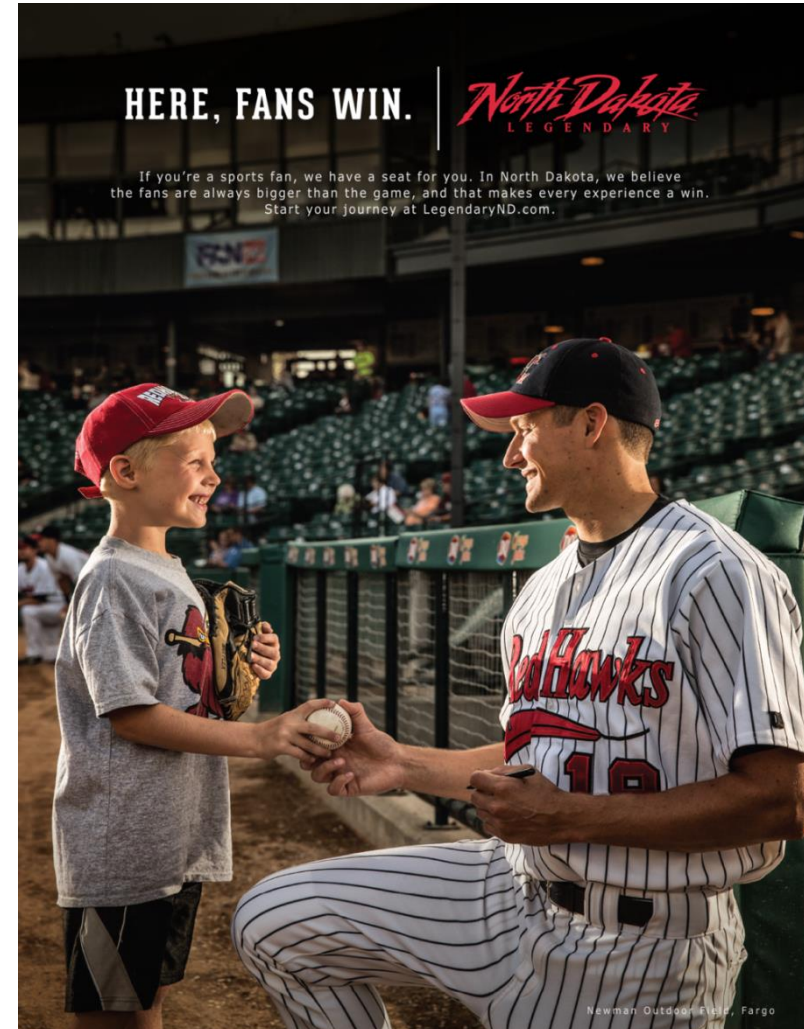
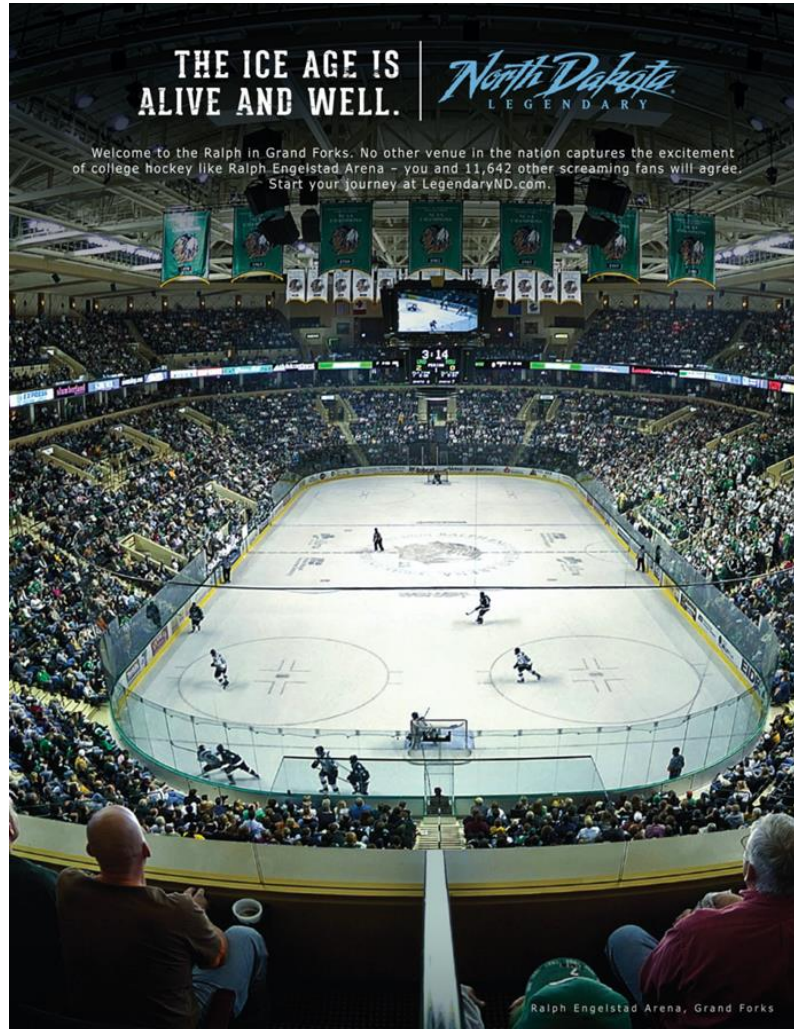
**WATCH IMAGINATION  
GET WINGS.**

*North Dakota*  
LEGENDARY

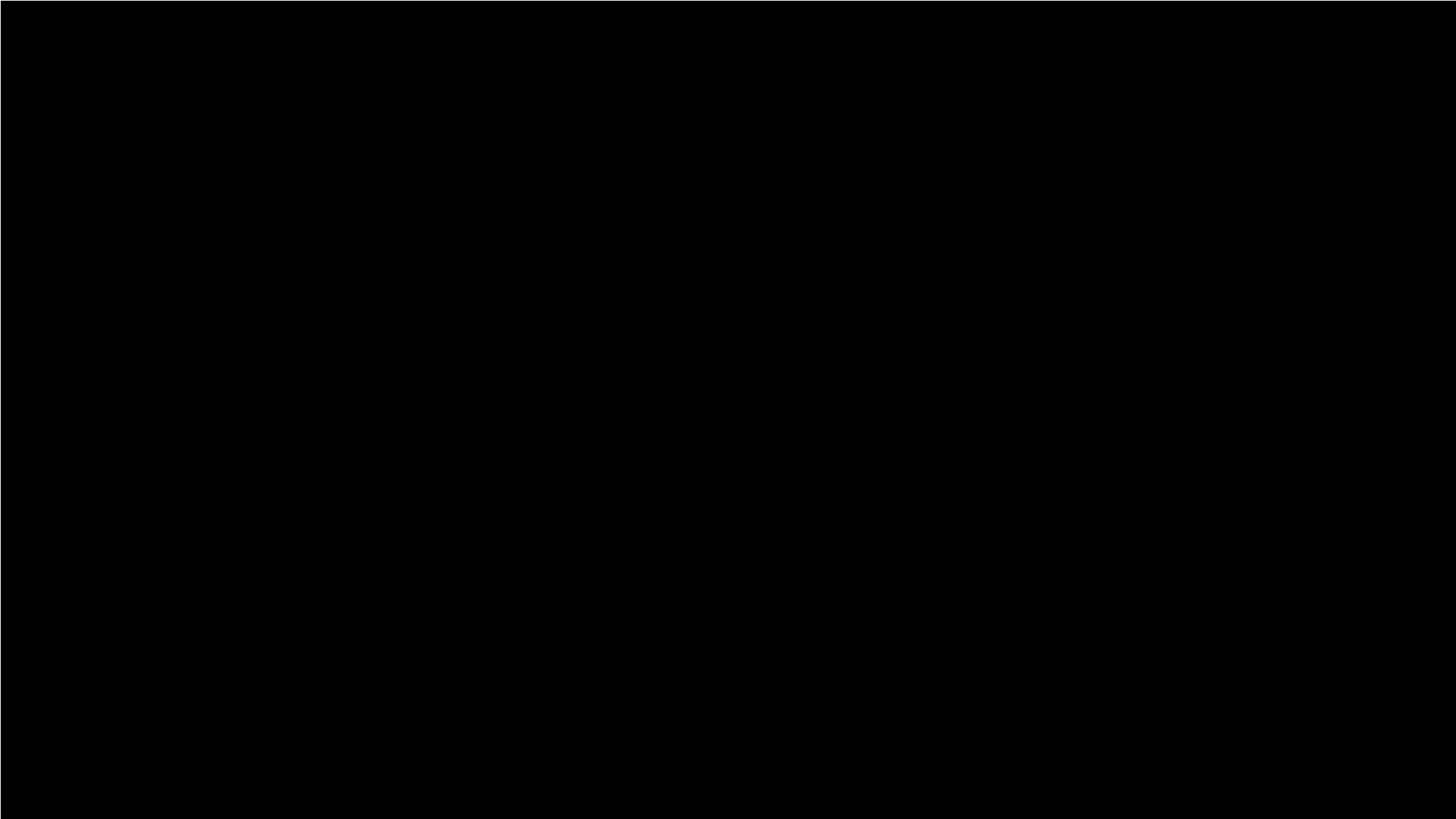
Imaginations take off daily in North Dakota.  
Start your journey at [LegendaryND.com](http://LegendaryND.com).



# Print Ads



# Legendary Experience

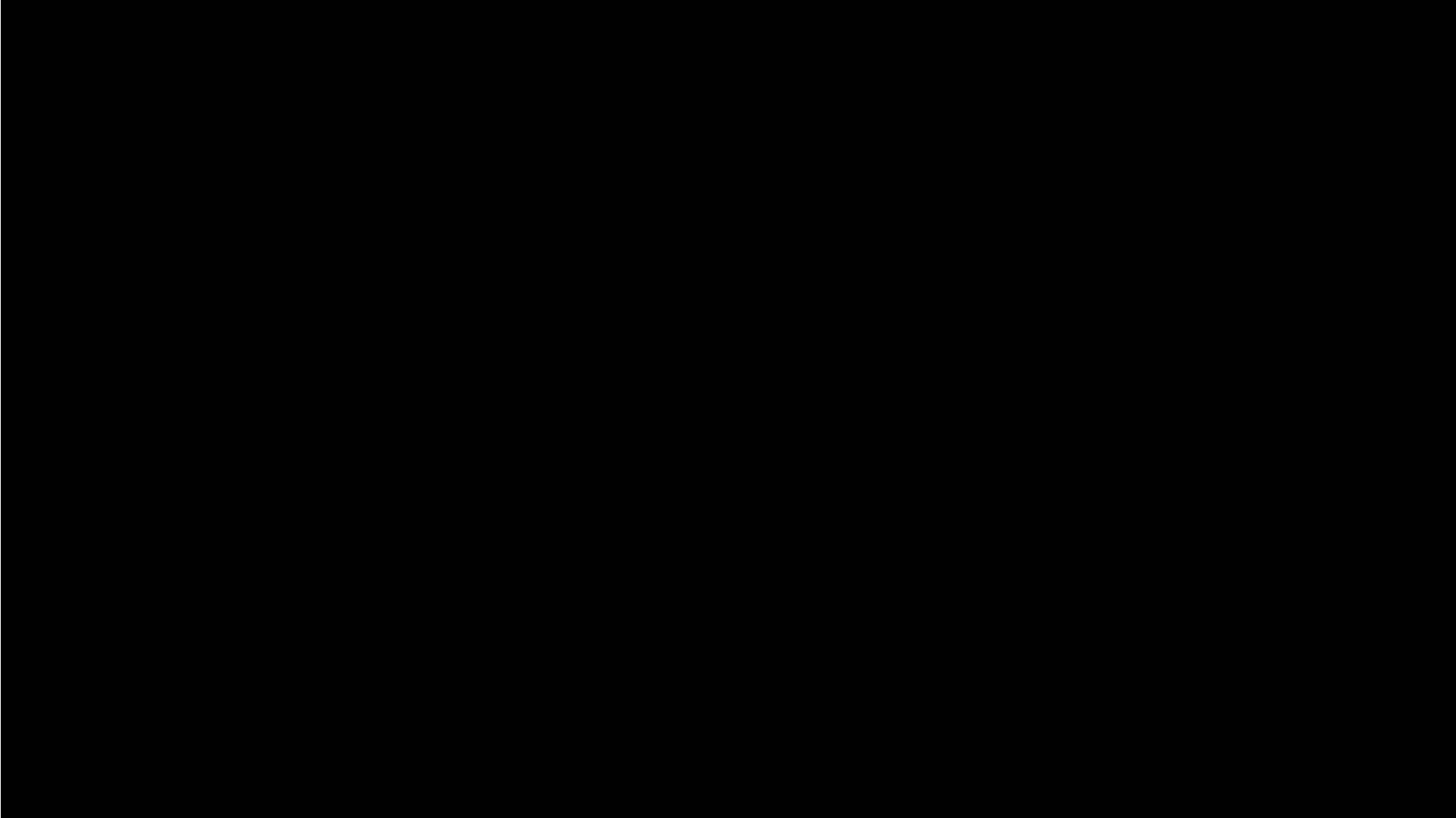




# Print Ads



# History Experience





# Print Ads

Fort Union Trading Post National Historic Site, near Williston



**STORYTELLERS AS SPELLBINDING  
AS THE STORIES.**

*North Dakota*  
LEGENDARY

The stories of North Dakota, told by the people of North Dakota.  
Start your journey at [LegendaryND.com](http://LegendaryND.com).

State Museum at the North Dakota Heritage Center, Bismarck

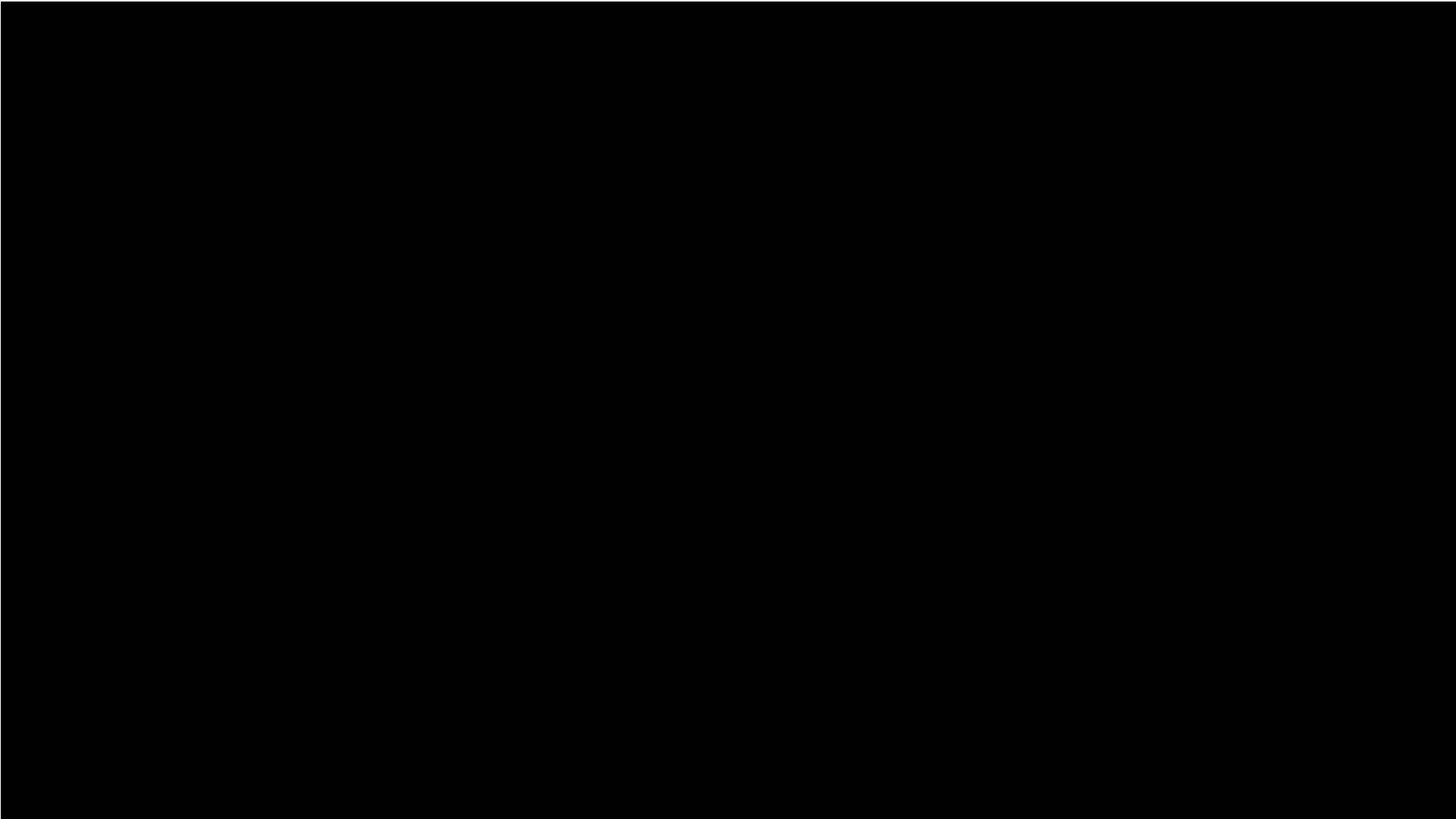


**THE THRILLS NEVER GO EXTINCT.**

*North Dakota*  
LEGENDARY

The stories of North Dakota, told through bigger-than-life characters, will thrill your family as you explore the 97,000-square-foot addition to the State Museum at the North Dakota Heritage Center.  
Start your journey at [LegendaryND.com](http://LegendaryND.com).

# Outdoor Experience





# Print Ads

Audubon National Wildlife Refuge, near Coleharbor



THE MOST INTERESTING BIRDS  
MAKE FOR A MOST INTERESTING VISIT.

*North Dakota*  
LEGENDARY

Point your scope towards North Dakota.  
We're home to more national wildlife refuges with birding infrastructure than any other state.  
With over 300 species of birds calling our wide open spaces home, chances are you'll spot your favorites.  
Start your journey at [LegendaryND.com](http://LegendaryND.com).

Devils Lake



WHERE YOU AND  
YOUR BEST FRIEND SHINE.

*North Dakota*  
LEGENDARY

North Dakota is home to the Central Flyway and its millions of ducks and geese. Take your best shot.  
Start your journey at [LegendaryND.com](http://LegendaryND.com).

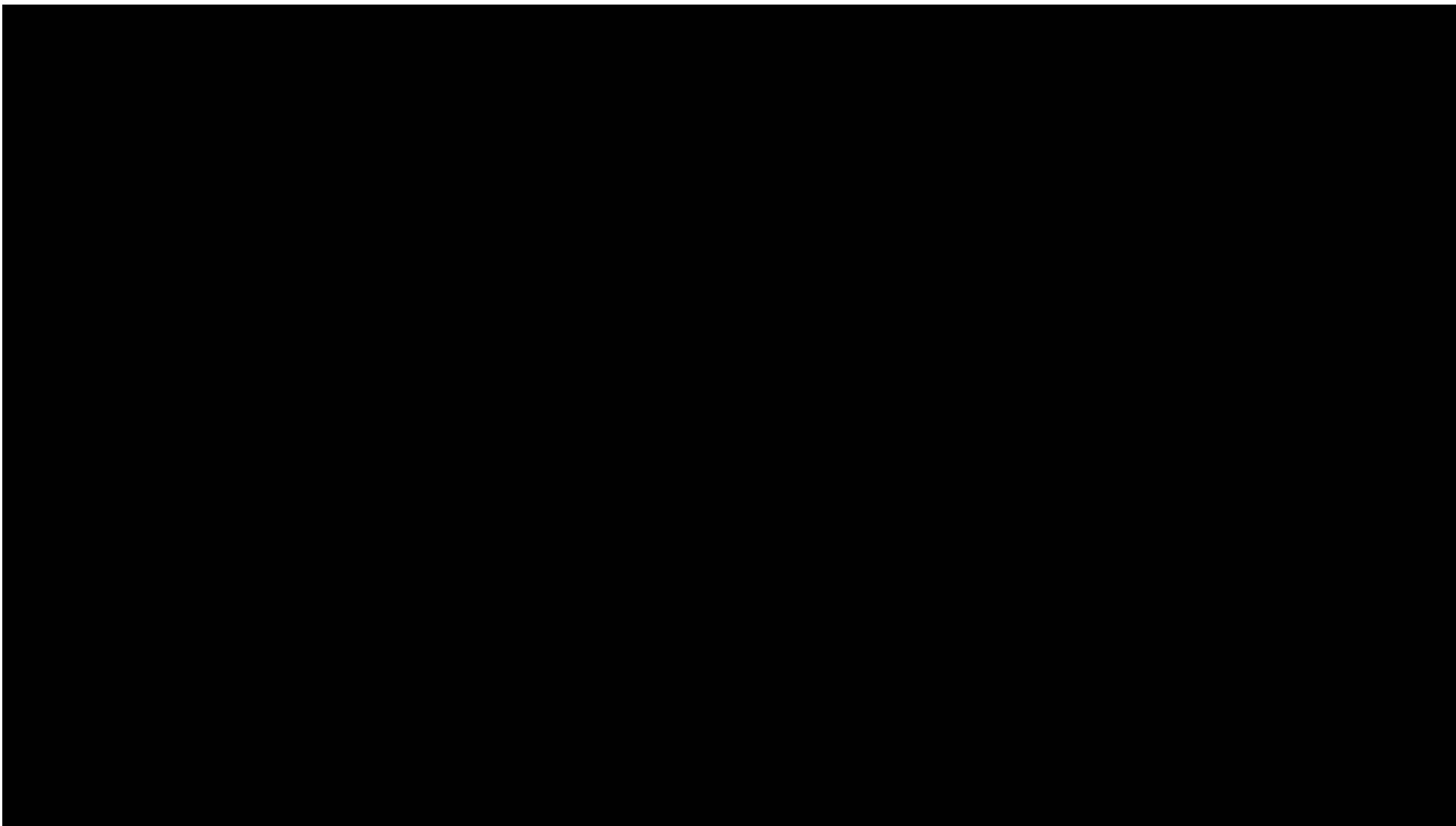


# Print Ads

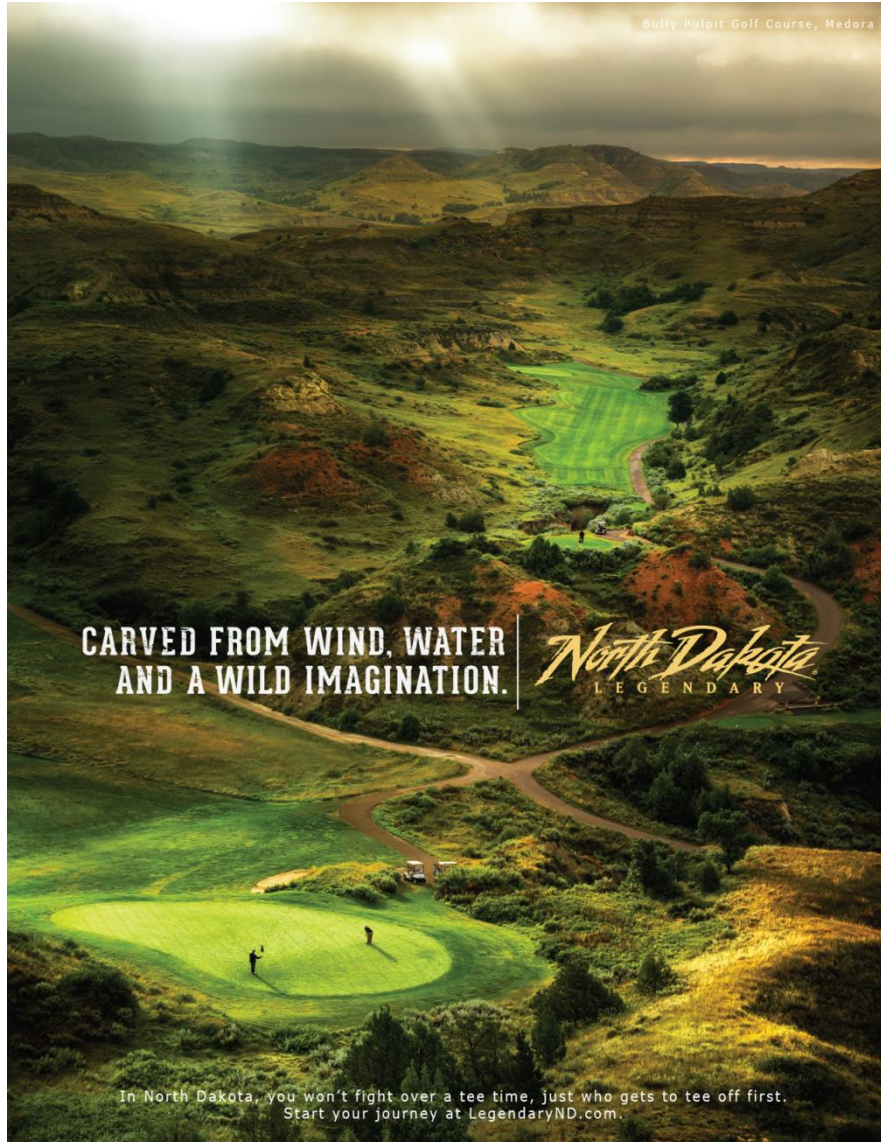




# Golf Experience



# Print Ads






tripadvisorNorth Dakota Tourism

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North DakotaHotelsFlightsVacation RentalsRestaurantsThings to DoBest of 2014Your FriendsMoreWrite a Review

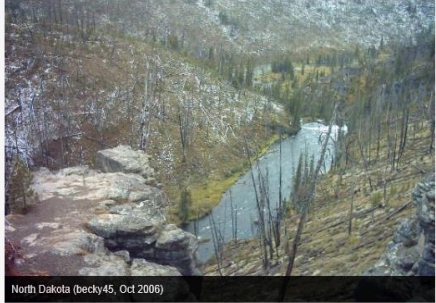
United StatesNorth Dakota Tourism

Search for a city, hotel, etc.







TripAdvisor. Find your perfect hotel at the lowest price.\* Why go anywhere else?

### North Dakota




North Dakota (becky45, Oct 2006)



See all photos

If you've never thought much about North Dakota, maybe it's time you started. Boasting miles and miles of hiking trails, including the Lewis and Clark trail, in addition to multiple museums, golf courses, casinos and amusement parks, North Dakota is bursting with things to do. Situated smack between the Great Lakes and the...

more




Map of North Dakota

### Flights to North Dakota

All fares Los Angeles (LAX) to Bismarck (BIS) found by travelers in past 72 hours\*

	Apr	May	Jun	
Today's lowest fares	\$478	\$433	\$408	Search Flights


### Popular destinations in North Dakota




1 Fargo

For a weekend of fun and relaxation, you don't have far to...

more




2 Grand Forks




3 Bismarck

Bismarck's 19-story Art Deco capitol dominates the...

more




4 Minot




5 Dickinson

Dickinson is a progressive city of more than 27,000 people...


more




6 Williston



7 Jamestown




8 Mandan



9 Devils Lake

### Best beaches 2014

Get the list >



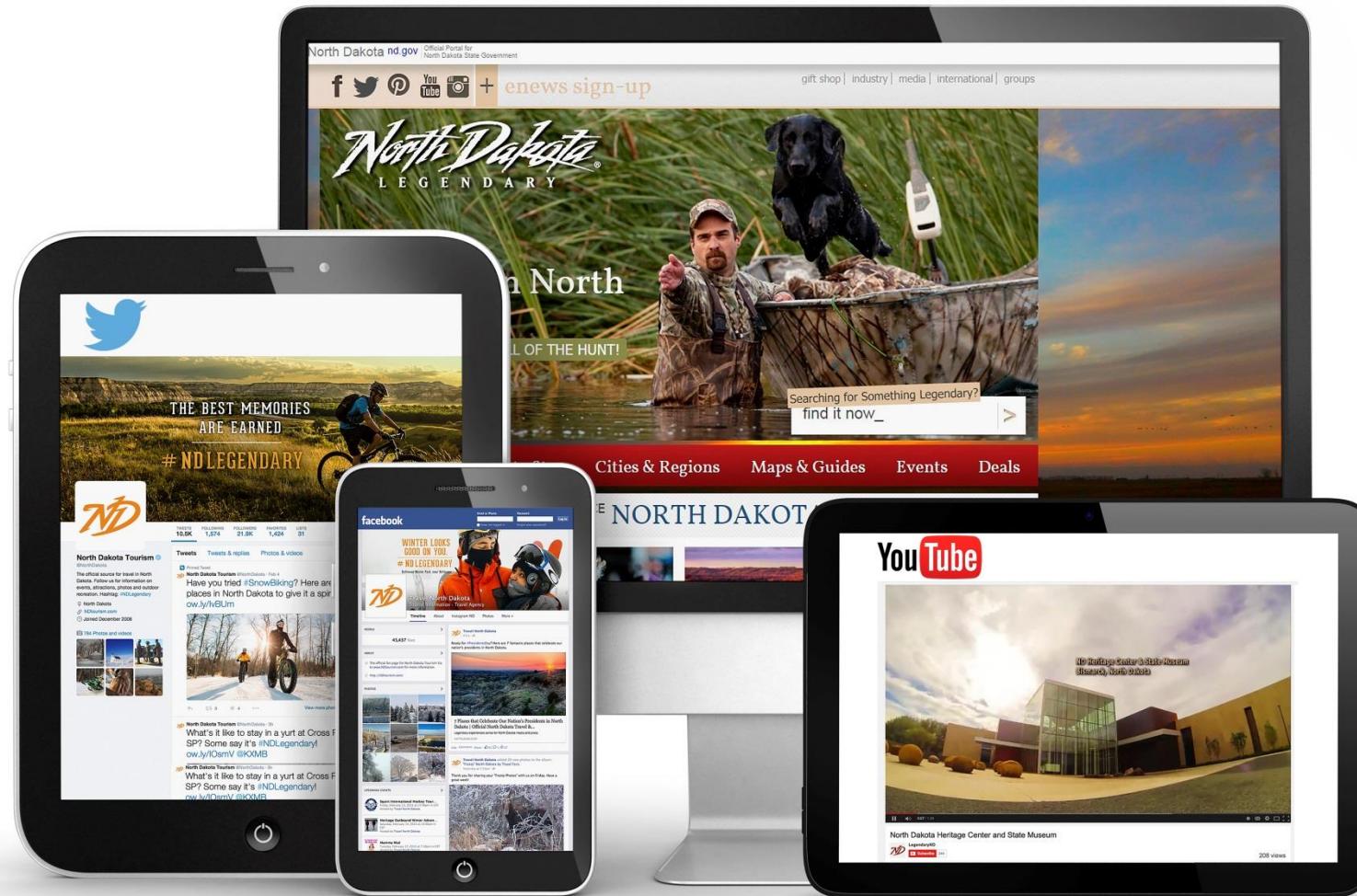
CLICK HERE TO START YOUR JOURNEY TO LEGENDARY.

### Advice from real travelers

- Tourist Board Info
- Weather & When to Go
- Recommended Reading
- History

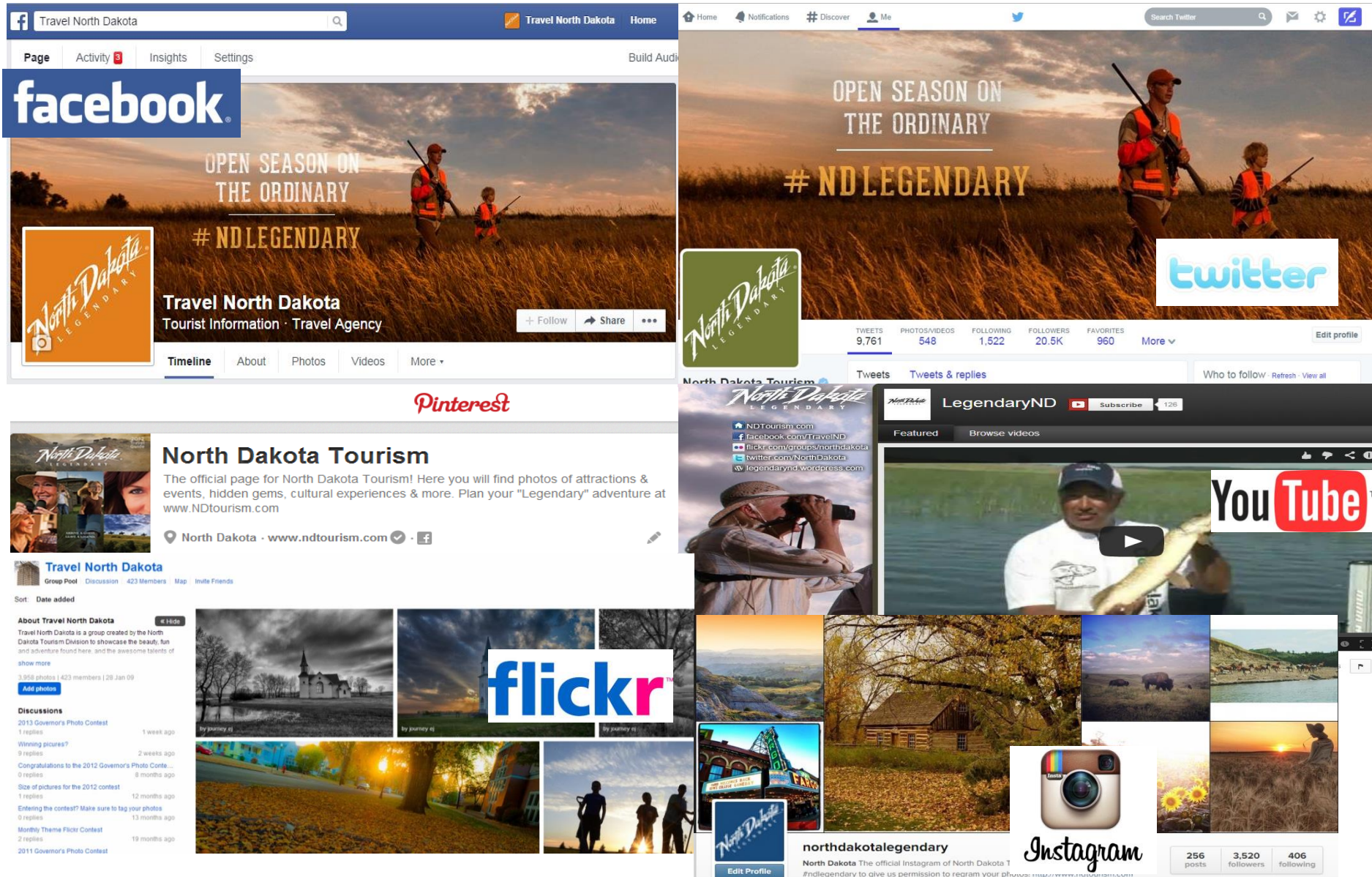
Online Ads

# Social Media – 82.5 Million Total Impressions





# Travel North Dakota's Social Networks

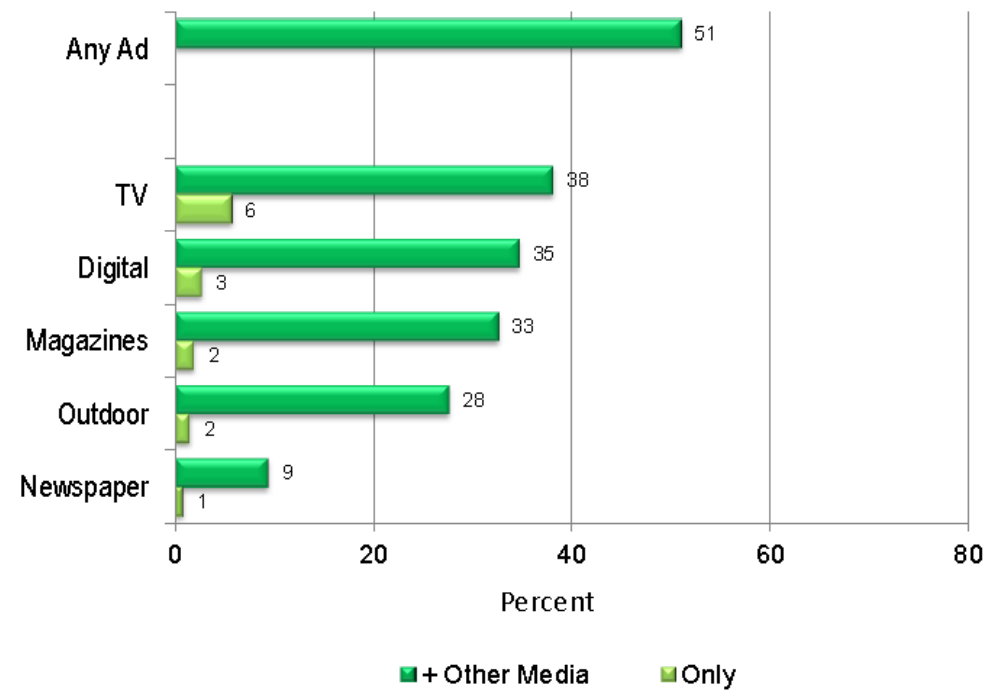


# Experience ND Social Networks

Follow, share & engage with us...



# Awareness by Media – U.S. Markets





# Visitor Services

- Brochure Distribution
- Travel Counseling





# NEW to North Dakota

<https://www.youtube.com/embed/videoseries?list=PLAMqX2ITDxAR1WDAqhsS1hfxPwNpASssZ>

<https://www.youtube.com/playlist?list=PLAMqX2ITDxAR1WDAqhsS1hfxPwNpASssZ>

# Techniques- Retain

- Engage them in the company and community
- Assign Buddies-Welcome Wagon
- Social offerings- specific to their interests
- Community or neighborhood connections
- Who can help?
  - YPs
  - Chambers
  - Community leaders

# Summary

- Know your assets
- Look for relevant content
- Don't recreate what you can borrow
- Focus on the right messages for the right fit – Listen
- Respond to connect and keep conversations going - Engage
- Make it a priority – daily or weekly